

Chang, Lisa

From: Chang, Lisa
Sent: Friday, January 29, 2016 6:30 AM
To: Murchie, Peter
Subject: FW: What's Upstream Digital Ads - Please read
Attachments: WUS-DigitalAds-Comparison.pdf; Alternate examples.pdf

Importance: High

Peter,

I saw in your note to Angela about Hot Issues a bullet on Larry Wasserman's "What's Upstream" campaign. I had significant concerns with the ads that he sent us and had a suggested alternate approach - I am not sure you saw my response to your request for all of our thoughts. Please see forwarded message below.

(b) (6)

Lisa

From: Chang, Lisa
Sent: Thursday, January 14, 2016 1:52 PM
To: Murchie, Peter; Opalski, Dan; Castanon, Lisa; Wright, Garth
Subject: Re: WUS Digital Ads

I have significant concerns with the ads. I do not think they are acceptable and I think there are alternate approaches that would achieve the same purpose of driving traffic to the website.

The website, while it did focus pointedly on aspects of agriculture that can contribute to non-point source pollution and degrade water quality, at least provided context, information, and background for the images. Even so, in its specific and critical images and messages regarding agriculture, the website approaches the limits of acceptability as something we fund under the National Estuary Program, which is supposed to rest upon a collaborative stakeholder effort (the "Management Conference") - of which agriculture is a part.

The ads, on the other hand, may cross that limit. The images and text are designed to be provocative (click bait), to convey a message in a glance, and provide no supporting context/background. While they may have the intended effect of grabbing attention, they do so at the expense of a sector of the Management Conference.

There are other approaches to grabbing attention and driving traffic to the website. The image does not have to target agriculture; it can portray suffering aquatic organisms, and the call to action/compelling message can be more generalized and less full of negative innuendo about agriculture.

To illustrate, I mocked up the attached examples.

Other thoughts?

From: Murchie, Peter
Sent: Monday, January 11, 2016 4:13 PM
To: Opalski, Dan <Opalski.Dan@epa.gov>; Chang, Lisa <Chang.Lisa@epa.gov>; Castanon, Lisa <Castanon.Lisa@epa.gov>; Wright, Garth <wright.garth@epa.gov>
Subject: FW: WUS Digital Ads

Dan, Lisa, Lisa and Garth,

See attached the new graphics that the Swinomish are proposing to use in different venues (I believe social media/web ads and billboards in the area). Larry wanted us to have a look to make sure there were no issues with these before they started using them.

Again not changes to their website but graphics they would use in ad buys online and on billboards.

I let Larry know that I would check internally and get back to him if we wanted to have a meeting to discuss and/or to let him know that we had no issues with these.

If we want to talk this thru I can look for a ½ hour block of time for us to meet internally or you can just respond via email on your thoughts.

Thank you,
Peter

From: Larry Wasserman [mailto:lwasserman@swinomish.nsn.us]
Sent: Monday, January 11, 2016 4:02 PM
To: Murchie, Peter <Murchie.Peter@epa.gov<mailto:Murchie.Peter@epa.gov>>
Subject: FW: WUS Digital Ads

Larry Wasserman
Environmental Policy Director
11404 Moorage Way
LaConner, WA 98257
360-466-7250

From: Jeff Reading [mailto:jeffr@strategies360.com]
Sent: Monday, January 11, 2016 3:24 PM
To: Larry Wasserman <lwasserman@swinomish.nsn.us<mailto:lwasserman@swinomish.nsn.us>>
Subject: FW: WUS Digital Ads

Hi Larry – please see the attachment and let me know if this works for you.

Thanks,
Jeff

From: Mary Mencke
Sent: Monday, January 11, 2016 3:23 PM
To: Jeff Reading
Subject: WUS Digital Ads

Digital ad sheet for Larry is attached.

Mary Mencke
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Original digital ad concepts

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Updated digital ads

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